

(AMBIENT MUSIC)

SPEAKER:

We begin with an iconic shape and we bring it to life in three ways, with our iconic, open, and cropped hexagons. The iconic hexagon welcomes customers to the brand. Recognised the world over, it takes centre stage as our most distinctive asset. It's bold, it's confident, it's always red. The open hexagon is a canvas to tell stories and a window into the world of our customers and people. It comes alive when paired with digital and motion assets. The cropped hexagon brings variety and dynamism with a subtle nod to the geometry of our logo. These core brand assets will help us achieve standout consistency.

(AMBIENT MUSIC) (CHIMES SOUND)